



## Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

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Global Marketing + Strategy + Foreign Rights Licensing For Publishing Brands

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Reading time 6 min 24 sec

# Happy Monday, my lovely Bookworm!

Recently I stumbled upon a funny online entrepreneurs' competition on how to start the morning successfully.

Here's my take...

Now that I've posted 5 days in a row (including this one) on social media, making me one of the World's Top Social Media \*fluencers, people around the globe will want to know the secrets to my success and creativity. It's inevitable.

I'm not gonna be shitty about it like some celebs when asked by gossip magazine **Phew!** what they ate for breakfast. "Cereal." {eye roll} "We eat cereal."

I'm more than happy to share and not shy about it. I love making an impact. Feel free to steal any of these steps for your own successful "Rock The Morning," which is what I now call the morning routine.

- 1) Wake up.
- 2) If it's before 6:30, think, "Not bad. Hello, early bird!"

3) No alarm is needed. And usually no electronic devices on the nightstand or bedroom. Except I need to get up very early (once or twice a week at 5:45) then I use my iPhone alarm clock. For years I was looking for an alarm that would softly light up and sweetly buzzes because I thought that might help me stop the lazy cycle of snoozing my alarm 6 times every morning (and eventually falling asleep again). I found that beautiful tone on my iPhone, it's called 'inspiration' and I use it for decades now.

4) Before I get up I start my stretching routine - while still in bed! The exercises are from the book "Hotelzimmer-Yoga: Improvisieren auf kleinstem Raum" (in English: Hotel Room Yoga: Yoga For Small Rooms And Travel) by Stefanie Arendt and perfect for when you're travelling or at home.

5) Make bed sloppy after getting up – decide it's good enough. Tuck in the part of the duvet that's really hanging out. Open all windows and doors for about 15 min and air out the place, even in the Winter. It's a typical morning ritual in German households as most apartments and houses don't have a ventilation system. Germans are said to be fresh-air freaks.

5a) Breakfast. A bowl of cereals with fruits and full-fat milk from local farmers and 1,5 litres of black tea.

5b) After breakfast – make the bed perfectly – ready for a presentation in a style magazine for Vintage bedroom ideas. Looks good, and feels good.

6) Go to the bathroom. (Hey, you asked. Or maybe you didn't.) A debate with myself inside my head: bathtub or a quick shower. Use my electric toothbrush, not a regular one, for gentle brushings and massaging my gum. My dentist is highly pleased with my choice.

7) Tell self not to look at E-Mails yet, because successful people don't look at their E-Mails in the morning. Look anyway – after breakfast and bathroom session.

8) Delete the ones that say "Power Generator – Prevent Blackout" and notifications from well-known courier services, saying I need to pay for a package that is being delivered to me and most recently, "You got a payment," and wonder why they (fishy phishing scam things) always come in during the night.

9) Open the ones I can't deal with, just to see, then "save as new" so the blue coloured dot next to them can bug me all day.

10) Look at Twitter, now that we're on a roll. Get excited by the blue notification circle, then get disappointed that it's another handful of angry tweets by publishing people and some who post outdated book publishing trend predictions that will define this year like "Newsletter – Social Selling – Changing Book Formats – Cost-Price Death Spiral." I read for like 30 minutes, responding to things that could wait till later.

11) Strip off my "morning walk" clothes and put on my own signature mix 'n' match personal style, wonder if I'm "rocking" this style or just "getting away

with" it. Or neither.

12) Grab my canvas bag, wallet, iPhone, headphones, foldable shopping bag, keys, and Wrigley's Spearmint gum. [UPDATE: Production has stopped in Germany and they're taking Wrigley's stick chewing off the market by end of this year. Sigh.] Notice canvas bag might need to be washed again soon, and leave the apartment.

13) Come back in for sunglasses, and leave again.

14) Historic building. No elevator, need to take the stairs. Think about how healthy, trim and fit all residents are (even those above 80 years). We have to walk up and down a hundred times a day.

15) Use the back exit to look after the bird's feeder and bath (all year round, except water).

16) Put on my cable headphones (air pods need extra batteries), and try to switch my iPhone on using my finger, but the system couldn't register my fingerprint. (It's said that usually only happens with really old people.) Need to unlock it with my PIN key to switch on my music. Leave through the front door heading to the city centre.

17) Wonder why old people don't commit more crimes, since they don't have fingerprints.

18) Walk to Lutherstadt Wittenbergs' farmer's market. Spy samples from far away. Walk fast as possible without breaking into a run, because historic cobblestones can be dangerous. Engage in a finger war over toothpicks with an old lady, finally, grab one, and try many times to stab the best piece of apple on the paper plate.

19) Buy honey and fresh organic eggs at two different stands, because you never know which ones will be the good ones and which will be the duds. If only there were samples. (TBH, fresh farmer's eggs are all antibiotic-free and taste unbelievably good – once tried, I promise, you will never get back to conventional farm eggs. And the original honey gathered by honey bees bought from the local beekeeper, well, tastes like...honey..and not like a cheap sugar syrup with honey flavour.)

20) Head down to the Arsenal shopping mall. Think about walking a different way, because walking a new way stimulates creativity. Nah.

21) Wonder if I should get scrambled eggs for dinner after a bowl of cereals with fresh milk and sliced own garden apple and a handful of raisins in the morning because you're supposed to start your day with protein.

22) Walk to city park with swan pond, shaking head over so many closed shops [COVID lockdowns nearly killed all local infrastructure.], where I never spent a dime, but still. [UPDATE: The mayor instructed to cover empty windows and shops with posters and Martin Luther pictures to cover up the destruction of small businesses, restaurants and shops.]

23) Still hesitant to walk through the park after I was assaulted there. By the way, a couple of weeks ago, these young guys attacked the police with knives and pepper spray. And a few years ago a young male citizen was killed at the Arsenal shopping centre by a non-European underaged refugee after an argument and received a suspended sentence. Women stopped strolling through the park (except walking giant dogs) and the elderly avoid the park altogether now.

24) Return home. Wave and say hi to my neighbour from vis-a-vis, owner of the best craftsmen service in the entire area, M.R., who's most-sought after craftsman is my buddy. If there's anything worth discussing, I can stop by to discuss it. M.R. and I talk about how to master bureaucratic hurdles as self-employed. My buddy J.R. and I agree on everything but the greatness of sport, clearly his blind spot. [He says: "My work is my sport." – I agree, he's right.]

25) Try to slip past the old lady-neighbour on the ground floor to avoid lengthy interaction. No chance, she's already waiting for me at her door, which is right before I take the stairs. We chat a bit and if I'm lucky I get as a present: some oven-fresh cake, preserved jam or homemade soup. To burn calories before I eat all these delicacies I jump up the stairs as fast as I can.

26) Sit down with all the paperwork first (contracts, royalty statements, invoices, insurance, tax papers), away from the computer, so I'll focus on the paper. It might give me ideas, on how to streamline more parts of my biz life and go much, much more paperless.

27) Hear the "ding" of an incoming E-Mail and abandon the paper. [TIP: You can turn 'ding' and 'swoosh' off, mute them or toggle in Do Not Disturb mode in the Notification Center.]

28) Begin working/Twittering (not literally) /working/ Twittering for the day.

29) My entire life and business are still changing as the industry, the markets and the world economy evolve, and I admit, I'll slip some more healthy "habits" into my morning routine.


And that's how it's done.

Can you believe how much I get done before 11 am?

What does your morning look like? I seriously want to know.

Please, tell me!

'Til next week.

Sending you all my love 

xoxo

Claudia — your global book publishing co-pilot

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The Wittmann Agency  
c/o Claudia Wittmann  
Lutherstrasse 23  
06886 Lutherstadt Wittenberg  
Deutschland | Germany  
contact@the-wittmann-agency.com  
[the-wittmann-agency](#)  
USt.-IdNr. / VAT-Nr. DE279052110